**Business Communication**

**December 2022 Examination**

**Q1. Poorly written rejection letters can be detrimental to your organization’s image. What will you bear in mind while drafting a rejection letter to a job applicant? (10 Marks)**

**Ans 1.**

**Introduction:**

A crucial part of the hiring process is rejection letters. An official email or letter informing an applicant that their application has been failed is known as a rejection letter. In this letter, the candidate may find the explanation for their rejection as well as suggestions for how to improve for potential future possibilities. These letters are an essential part of the hiring process since they enable It is only half solved

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## **Q2. You are entrusted with the responsibility to train a fresh batch of Graduate Trainees that have joined your organization on ethical behaviour. Highlight the differences between ethical dilemma and ethical lapse citing 2 examples of each. In the absence of a clear set of guidelines, what should the trainees bear in mind to ensure they make ethical communication choices. (10 Marks)**

**Ans 2.**

**Introduction:**

Ethics are the moral norms and guidelines that guide how people and organizations behave and make decisions. An ethical dilemma could arise in a circumstance when decision-making involves balancing certain norms and values. Any alternative that requires the agent to disobey or infringe on their ethical norms presents an ethical problem in a decision-making situation. Because ethics are

**Q3. Nishka is creating the content for the FAQ section of her organization's website. Based on the client feedback, there is one important issue that needs to be addressed. She needs to develop a powerful paragraph providing a solution to this recurring issue. As a communication expert, you have to guide Nishka to write the answers to such issues effectively.**

**a. Briefly explain to Nishka, the five ways in which paragraphs can be developed. (5 Marks)**

**Ans 3 A.**

**Introduction:**

The building blocks of an essay are its paragraphs, which also provide a paper's argument some shape. To prevent leaving the reader with any important unresolved questions, a paragraph must be developed. A paragraph that is completely developed offers evidence and supporting details and follows a certain development pattern. Effective paragraphs may be developed in a variety

**b. Develop a well-structured paragraph of 4-5 sentences to resolve the customer issue employing the problem and solution technique. (5 Marks)**

**Ans 3 B.**

**Introduction:**

A well structured paragraph is really important to solve the issues of customers with a proper problem solving technique. It is critical to resolve customer service issues because consumers should be happy and pleased. Additionally, it enables the company to spot service gaps and plan a course of